

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism becomes popular activity in Indonesia. According to Boniface (2016), tourism is an activity that brings leisure to individual societies related with human being to rest from their daily activities to develop the quality of life and the creations of better conditions. Tourism activity usually carries out in tourism attraction both natural tourism and artificial tourism. Natural tourism is made by natural itself and developed by the people such as mountains, beaches, and waterfalls. Besides that, people also built particular places such as museums, zoos, parks, and many others for artificial tourism. Those are unique things that we could see in Indonesia. Tourists can visit many tourism objects, such as natural and artificial tourism in Indonesia, especially in East Java. They are Bromo in Probolinggo, Ijen in Bondowoso, Tumpak Sewu in Lumajang, Wisata Bahari Lamongan, Jatim Park in Malang, Atlantis Land in Surabaya, Taman Tirtoyoso Park in Kediri and the last is Baluran National Park in Situbondo.

Situbondo is one of the districts in East Java that has a lot of tourism objects. There are two kinds of tourism objects that people from other cities know in Situbondo, such as Baluran, Pasir Putih, and Plaza Rengganis for natural tourism objects. Meanwhile, Dawuhan Millennial Garden, Karang Kenek and Bajulmati reservoir as artificial tourism objects. Baluran is one of the famous tourism objects in Situbondo. It is called as “Africa van Java” because there is one place inside Baluran which has a savanna that has the similarities situation with Africa. Meanwhile, Dawuhan Millennial Garden is one of the artificial tourism in Situbondo that has several iconic buildings from other countries. These two places are more frequently visited by local tourists and foreign tourists.

One aspect that can support tourism activities in tourism objects is tour and travel agency. Tour and travel agency is as an intermediary partner between tourism industries with the tourist. By offering travel services, the travel agents promote the tour packages including the facilities such as transportation, accommodation, tourism object, and giving information related to the tour. The

travel service manages vacation activities and eases people in enjoying their vacation. In addition, a travel agent also supports the tourism by promoting the tourism object and attract people to visit (Pribadi, 2006). Nowadays, some travel agents in Situbondo have one of the city tour packages that included in the services. Many travel agents compete with each other to give their best service for customer's needs such as attractive tour packages.

One of the travel agents in Situbondo is Anggrek Tour and Travel, which is located in Jalan Anggrek Situbondo East Java. This tour and travel have already been for seven years giving the services for customers. The management of Anggrek Tour and Travel prioritizes the convenience of customers. Therefore, Anggrek Tour and Travel concern with the three tour packages that they offered the customers such as Jogja Tour Packages, Bali Tour Packages, and Malang Tour Packages. In order to promote the packages and to make it easier for the customers to know the packages offered by Anggrek Tour and Travel, this travel use Instagram.

In order to invite many customers to use the services from Anggrek Tour and Travel, the owner thinks about making the new promotional media to promote the tour packages. The owner of Anggrek Tour and Travel has already promoted the tour packages on Instagram but only in their story. The content of Instagram is only company profile and pictures of the customer's activities without detailed information of the tour packages. The writer tried to find out detailed information about Anggrek Tour and Travel by conducting a preliminary study. The writer asked the owner of Anggrek Tour and Travel about the promotional media used and the owner mentioned that the promotional media used was only Instagram and word of mouth. Anggrek Tour and Travel have their own design for the tour packages. The owner asked the writer to make the new design for the promotional media, especially booklet. She also said that the booklet would help her to promote Anggrek Tour and Travel and to attract more customers. The owner said that there will be two media that will be used. For printed media, it will be showed on their office and for the design file, the owner will post in highlight feed social media Instagram.

Booklet itself is one kind of printed media formed small book that gives detailed information and promotes the product. Usually, the information given is detailed and supported by pictures (Muryani, 2016). In addition, booklet is one of the printed promotional media in the form of a small book containing complete information and easy to carry everywhere (Dewi, 2016). It can be concluded that booklet is one kind of printed media consist of material and images in order to persuade the customer to know the product.

Based on the reason above, the writer created the booklet as a final project in the complete information in order to help and promote the tour packages of Anggrek Tour and Travel including the services and the facilities. The booklet was written in bilingual languages, the English version is for foreign tourist and Bahasa Indonesia version is for domestic tourist.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for Anggrek Tour and Travel.

1.3 Significances

This final project hopefully gives some benefits for the following parties:

1.3.1 For the Writer

By conducting this final project, the writer can apply the skills and knowledge that were gotten from English Study Program such as reading, writing and translation. It also helps the writer to develop computer skills.

1.3.2 For Anggrek Tour and Travel

The product of this final project can be used as promotional media to introduce, promote, and explore tourism objects in Indonesia especially in Situbondo. It can also be used as an additional media of promotion for Anggrek Tour and Travel.

1.3.3 For the Readers and the Customers

The customers will get detailed information about the profile and tour packages of Anggrek Tour and Travel from the booklet.

1.3.4 For the Student of English Study Program

This final project can be used as a reference and a model for the other students to conduct a similar final project in a different area of final project.